San Antonio Stock Show & Rodeo®

SAN ANTONIO STOCK SHOW & RODEO
2025 BRANDING GUIDE

HISTORY & TRADITION

The San Antonio Stock Show & Rodeo has a rich history.

Since it's inception in 1949, it has become one of the cornerstones of the culture of San Antonio with profound social impact, awarding over $255 Million dollars through scholarships, grants and endowments to Texas youth.

2025

The identity for the San Antonio Stock Show & Rodeo builds on the brand equity that our traditional elements have cultivated for more than 20 years.

There are two components that can be used separately. Preferred usage is display in the 2025 color palette, while the traditional color palette is always appropriate.

The S-Hat Icon is our well known S Hat Logo.

The SASSR Main Logo will be displayed in the 2025 color palette.

THE S-HAT ICON

THE SASSR MAIN LOGO

BRAND WRANGLING

To preserve the brand integrity of the San Antonio Stock Show & Rodeo brand, it is essential that the identity be used correctly.

Here are some guidance examples.

(While the SASSR Main Logo is used as the example here, same concepts apply to the S-Hat Icon)

❌ Don't place logo on colors with insufficient contrast

❌ Don't place logo on busy backgrounds
(use version with white outline in these cases)

❌ Don't place logo in containers
(boxes or shapes)

❌ Don't recolor the logo with colors not in the brand palette

✅ Always leave space around the Main Logo, don't have other elements or text too close to it.

✅ Placing logo on provided branded elements or light colors gives the logo center stage

✅ Using the white oulined version on photo backgrounds or dark colors provides additional emphasis to the logo

✅ Using the monochrome white version on color backgrounds creates a sharp, high contrast visual

BRAND PALETTE:

The 2025 branding uses a refreshed color palette, while maintaining compatibility with the traditional one.

The Logo Colors will be considered the primary palette, with the others shown below as accents and alternates.
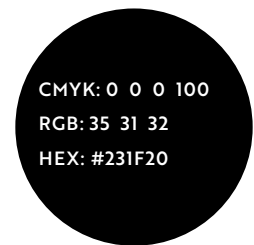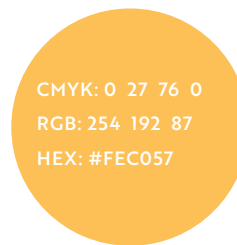
LOGO COLORS (PRIMARY PALETTE):

CMYK: 23 99 88 17
RGB: 167 32 45
HEX: #A7202D

CMYK: 89 78 16 3
RGB: 58 78 140
HEX: #3A4E8C

CMYK: 4 13 26 0
RGB: 242 218 189
HEX: #F2DABD

ACCENT COLORS:

CMYK: 31 99 90 44
RGB: 115 19 26
HEX: #73131A

CMYK: 100 85 38 31
RGB: 22 50 89
HEX: #163259

CMYK: 4 21 42 0
RGB: 243 202 153
HEX: #F3CA99

TRADITIONAL COLORS:

CMYK: 5 100 83 1
RGB: 227 25 55
HEX: #E31937

CMYK: 0 27 76 0
RGB: 254 192 87
HEX: #FEC057

CMYK: 0 0 0 100
RGB: 35 31 32
HEX: #231F20

TYPOGRAPHY:

The overall branding will make use of 5 different typefaces, keeping the identity fresh and fun.

BROTHER 1816:

A sans serif typeface designed by TipoType, it has a total of 32 weights and styles, making it an incredibly versatile typeface **mostly used for body copy**, but with enough style to be used for headlines.

Its two varieties are the main font, and the Printed variety, which is roughened, and great for usage for titles and headlines at heavy weights.

This typeface should be considered the primary.

(Only samplings are presented here)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

The San Antonio Stock Show & Rodeo is a 501(c)(3) that is powered by volunteers and works to maximize opportunities for the youth of Texas through agriculture and education.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

More than an
8 Second Ride®

LET'S RODEO, SAN ANTONIO!

COLT:

This serif font, designed by Fort Foundry, takes its inspiration from vintage posters and muscle car logos.

Should only be used for headlines and titles.

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

**A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9**

**LET'S RODEO,
SAN ANTONIO!**

BOURBON:

Based on vintage packaging and whiskey bottles, this cool display font is also designed by Fort Foundry.

Should only be used for headlines and titles.

The Lines can be used under one of the other varieties to achieve the effect below.

*A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0123456789*

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

**LET'S RODEO,
SAN ANTONIO!**

CALVOUS:

This slab serif display typeface, designed by Letterhend Studio invokes a classic western feel with both clean and distressed versions.

Should only be used for headlines and titles.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0123456789

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0123456789

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0123456789

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0123456789

LET'S RODEO,
SAN ANTONIO!

SLACKER:

Designed by Emil Bertell, this easy going brush script is also best employed for fun, expressive moments, headlines, titles and pull quotes.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Let's Rodeo, San Antonio!

SECONDARY ELEMENTS:

Secondary elements, including backgrounds and ornaments are included in the branding folder.